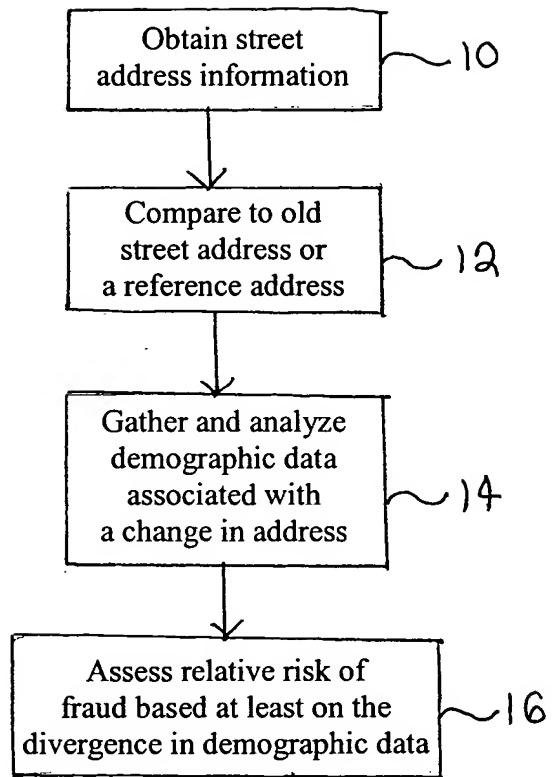


Fig. 1



*from client* New Account Process – “flow new app!”  
 Batch/Online

Fig. 2

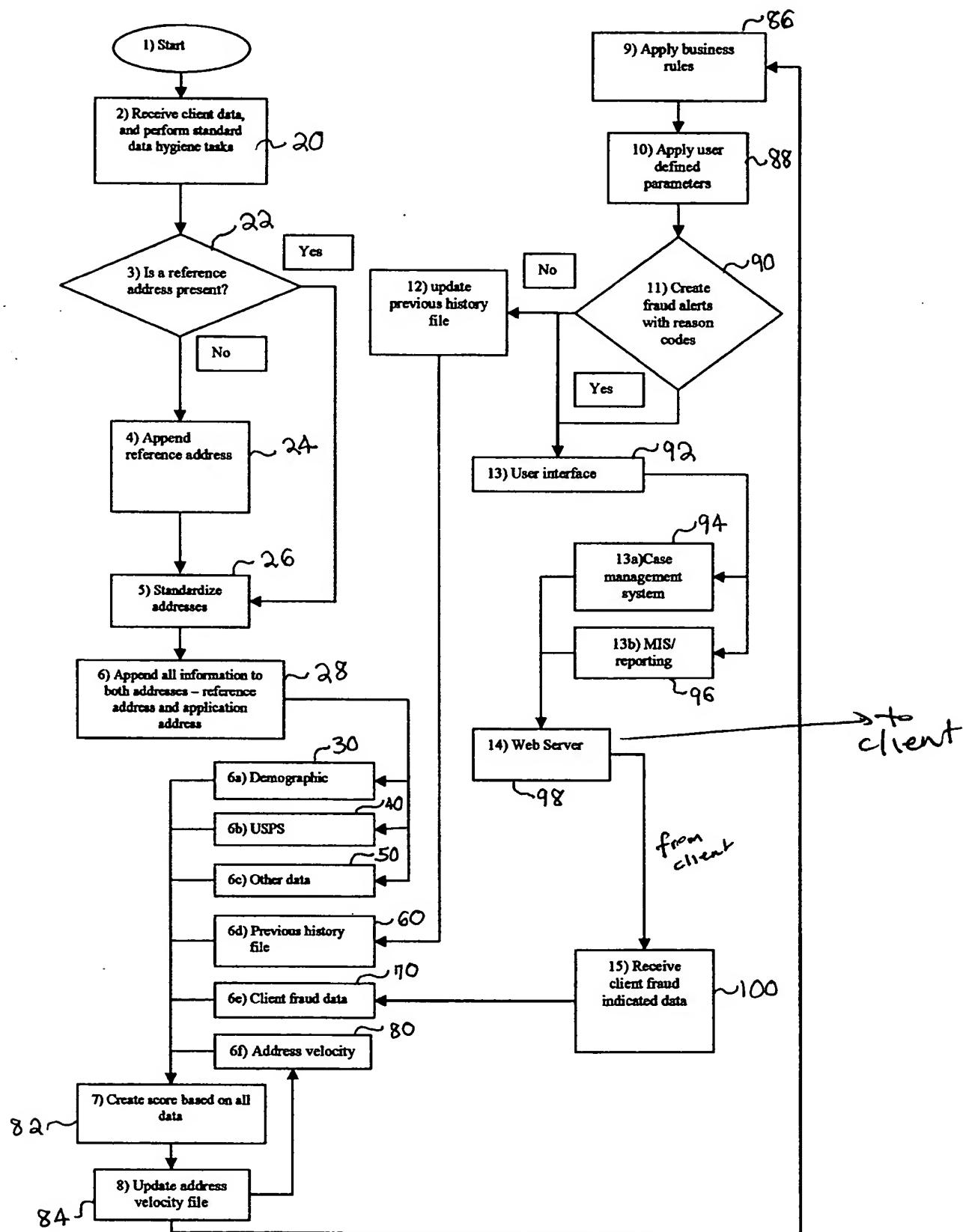
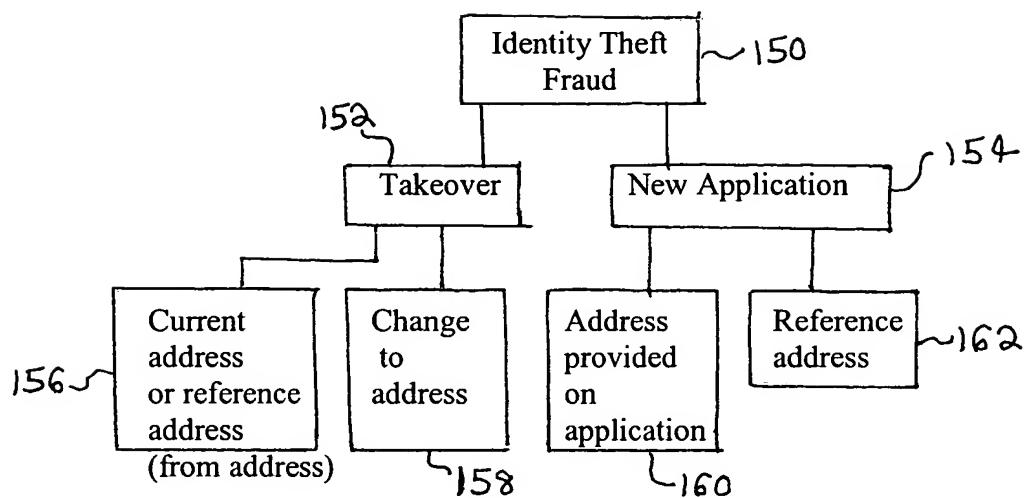
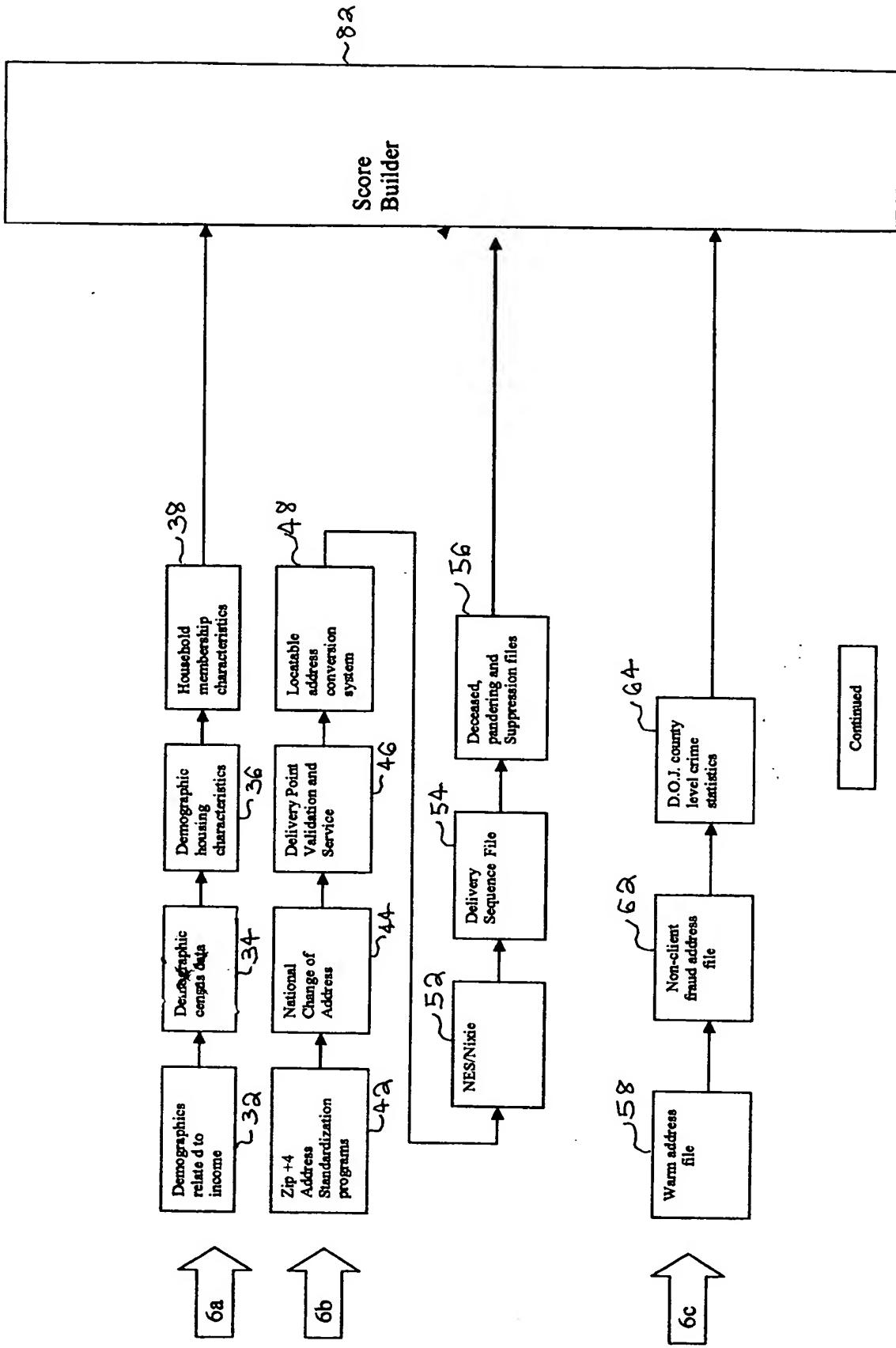


Fig. 3



**New Account Application and Client Hosted Process**  
**Charts 6a, 6b, 6c, 6d, 6e, 6f "NA self host above append"**  
**Data Appender**

**Fig. 4**



New Account Application and Client Hosted Process  
Charts 6d, 6e, 6f "VA self host def append"  
Data Appender  
continued

Fig. 5

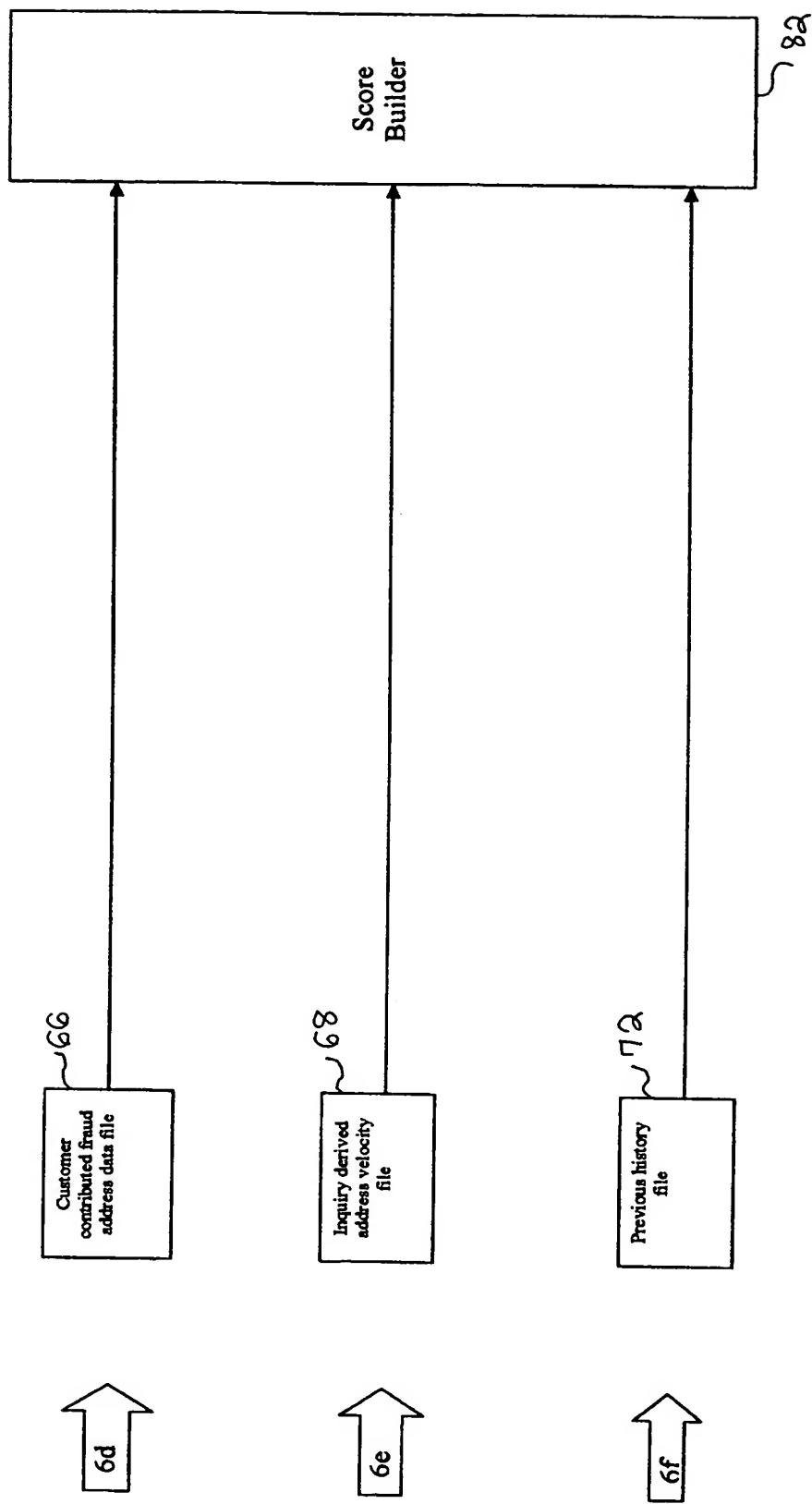


Fig. 6

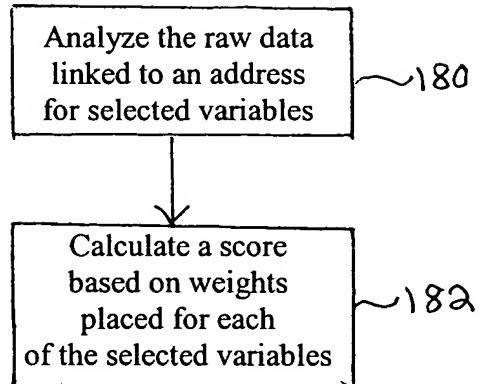
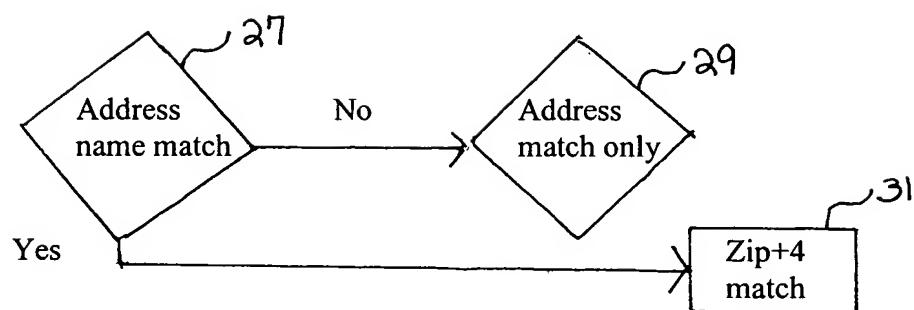
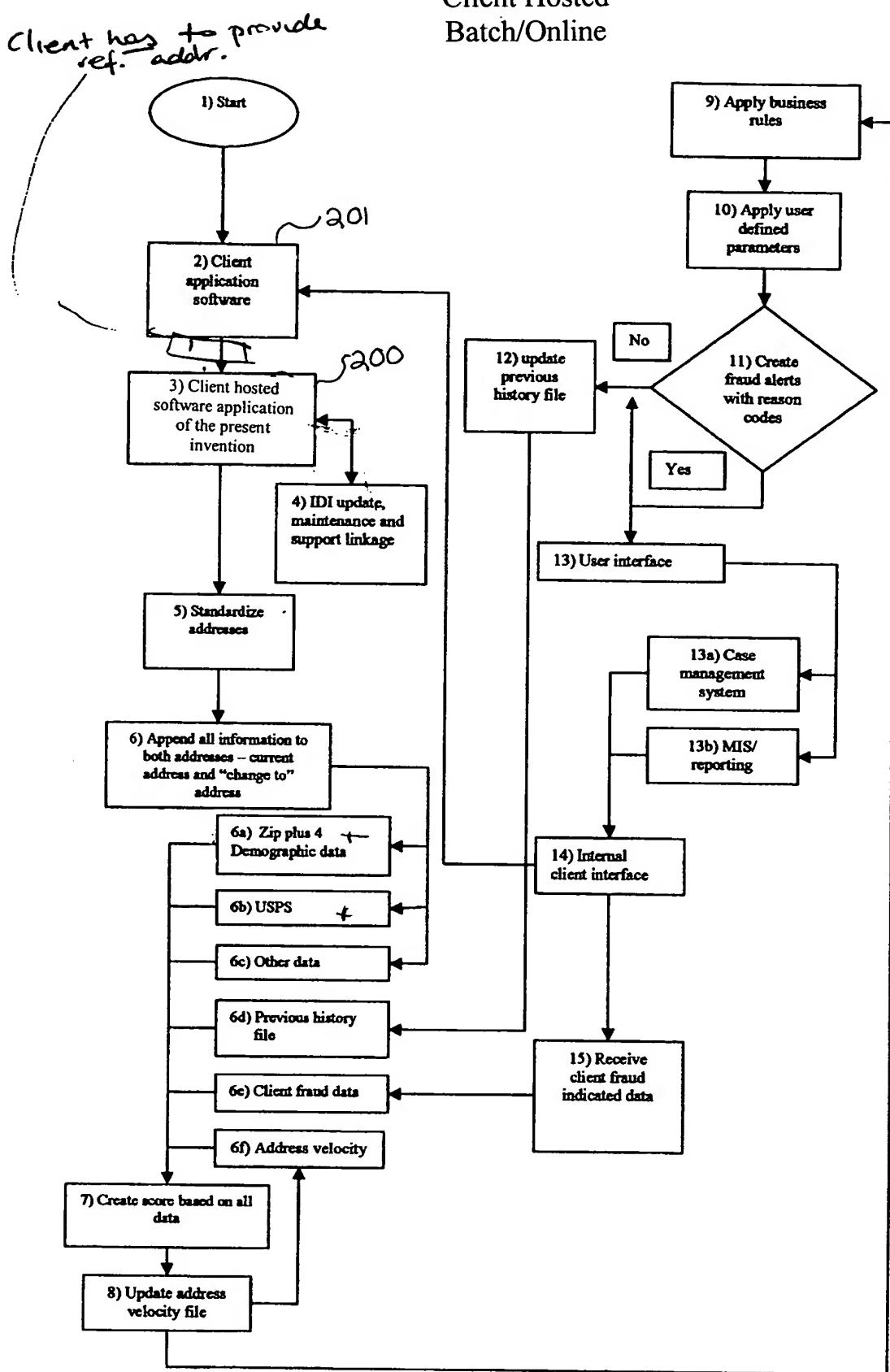


Fig. 7



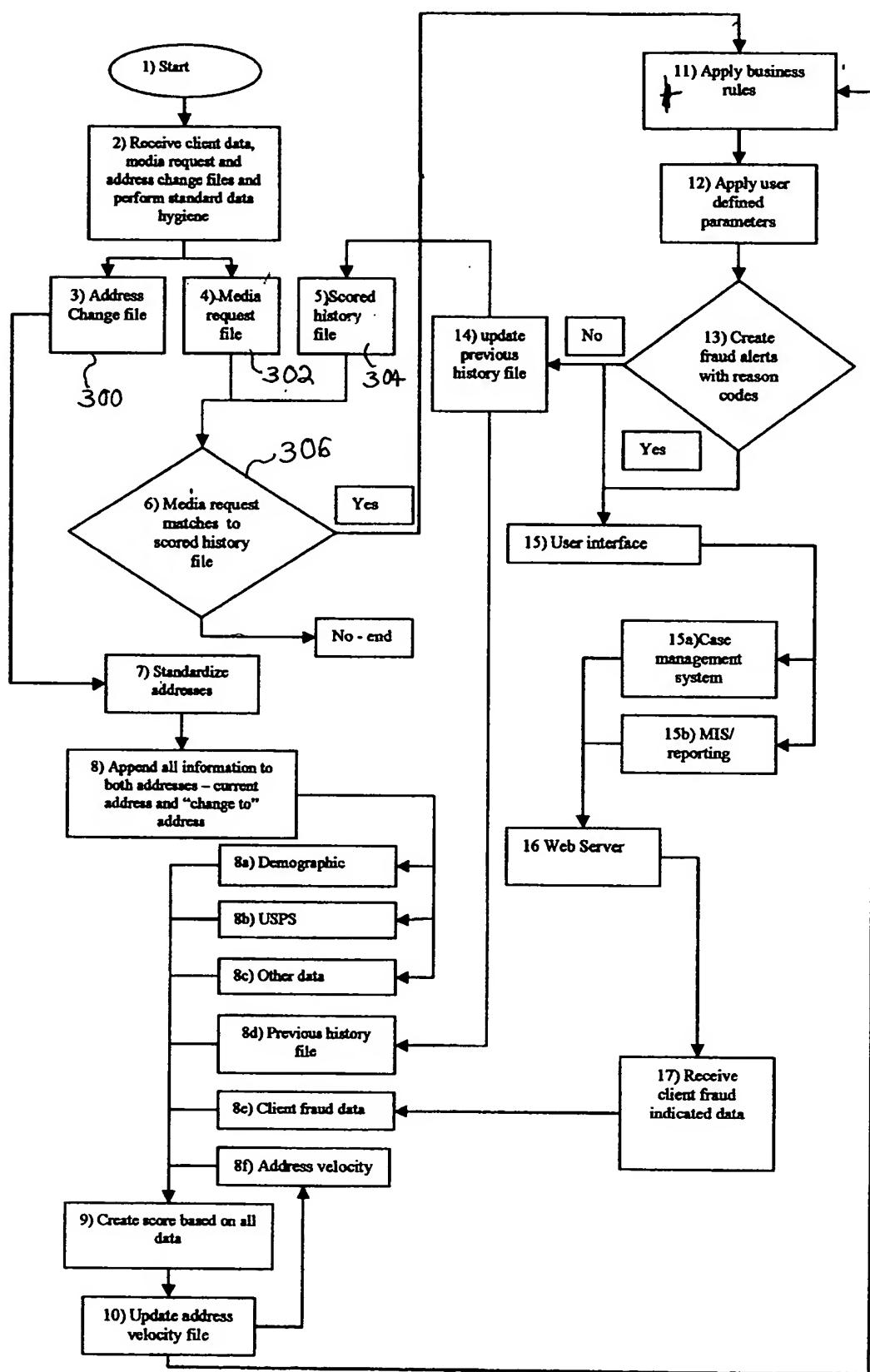
Takeover or  
New Account Process  
Client Hosted  
Batch/Online

Fig. 8



**Account Takeover**  
**Score all address changes and match to subsequent media requests**  
**Batch/Online**

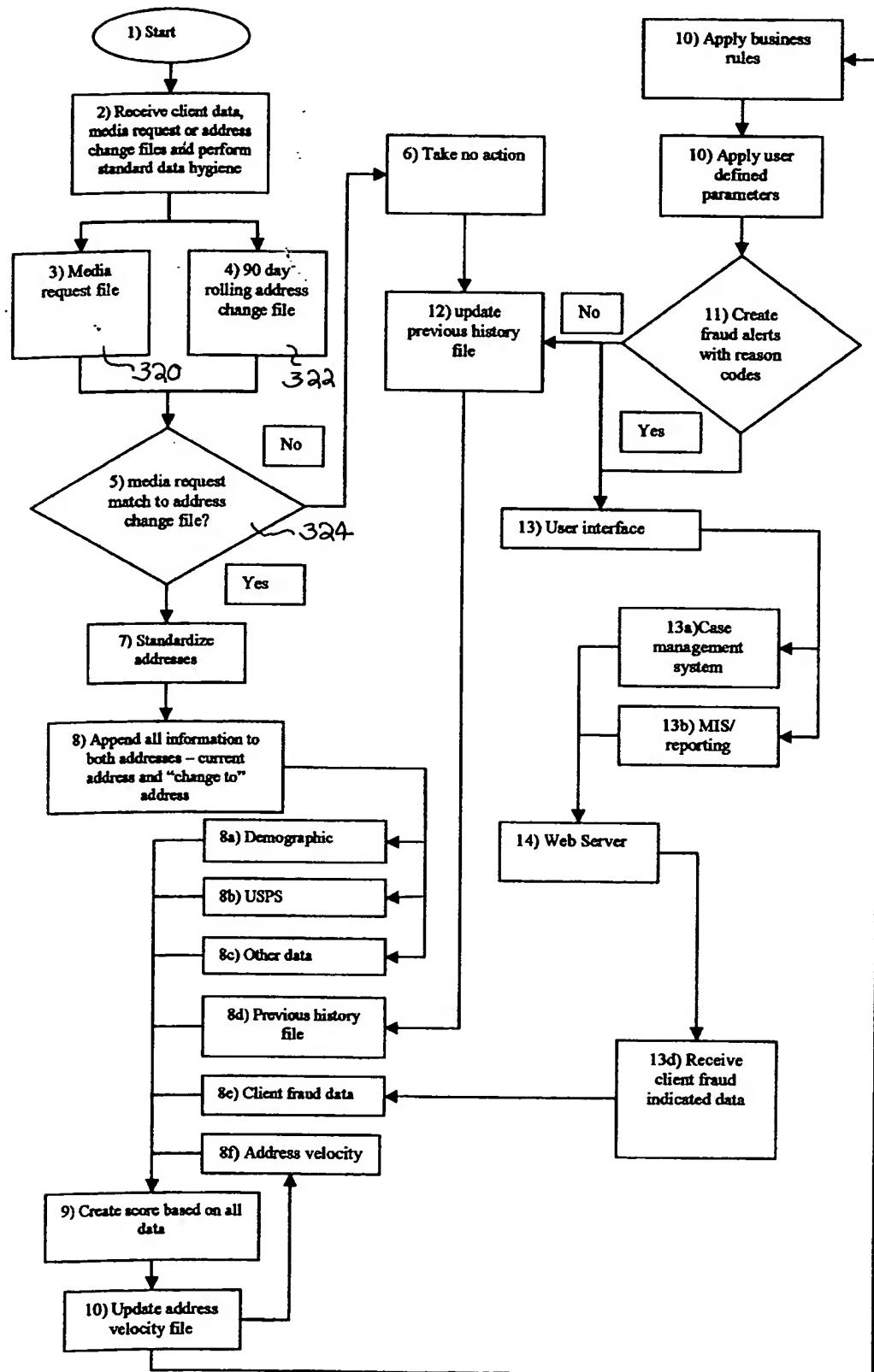
Fig. 9



# Account Takeover

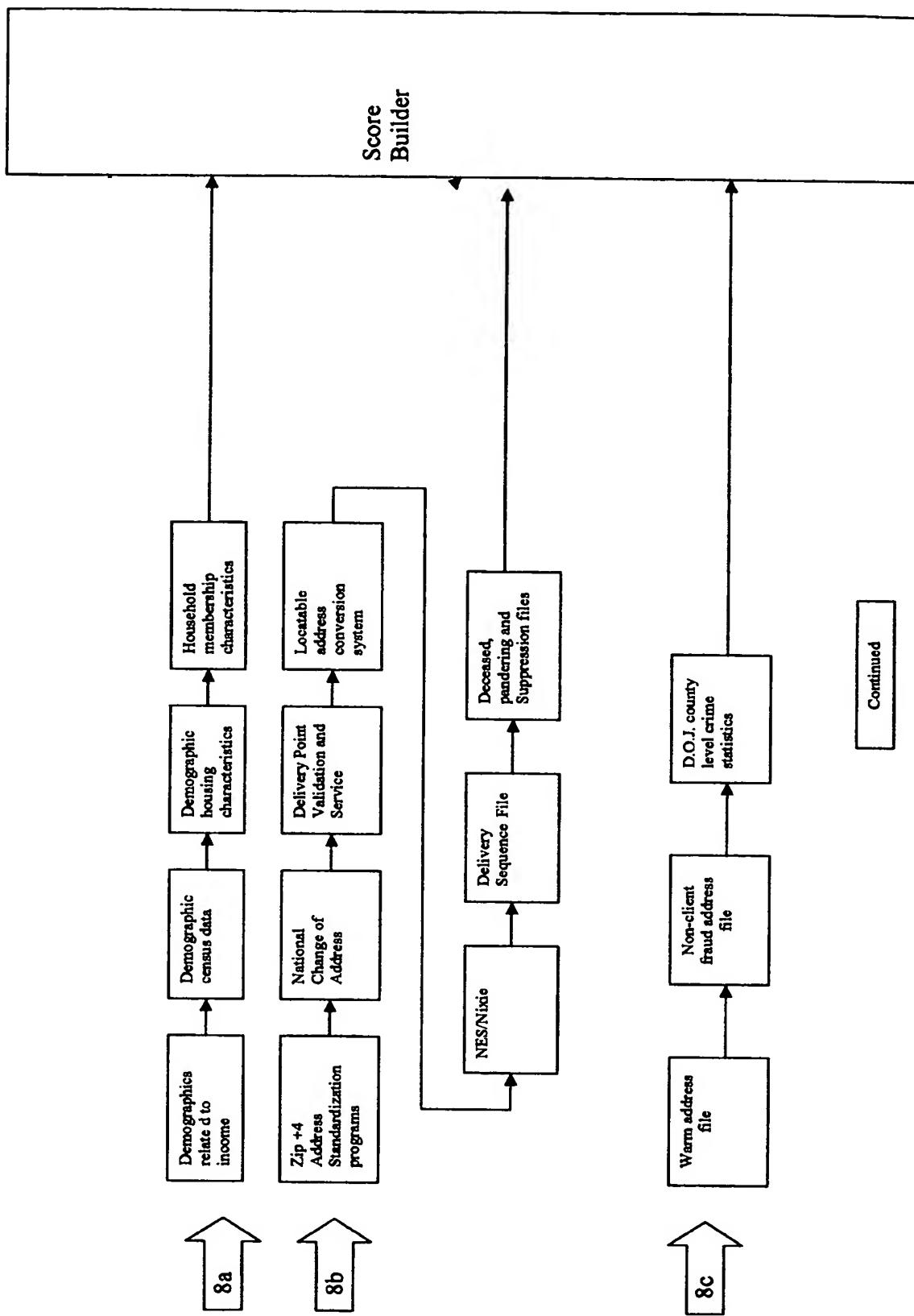
Scores address changes only when matched to media requests  
Batch/Online

Fig. 10



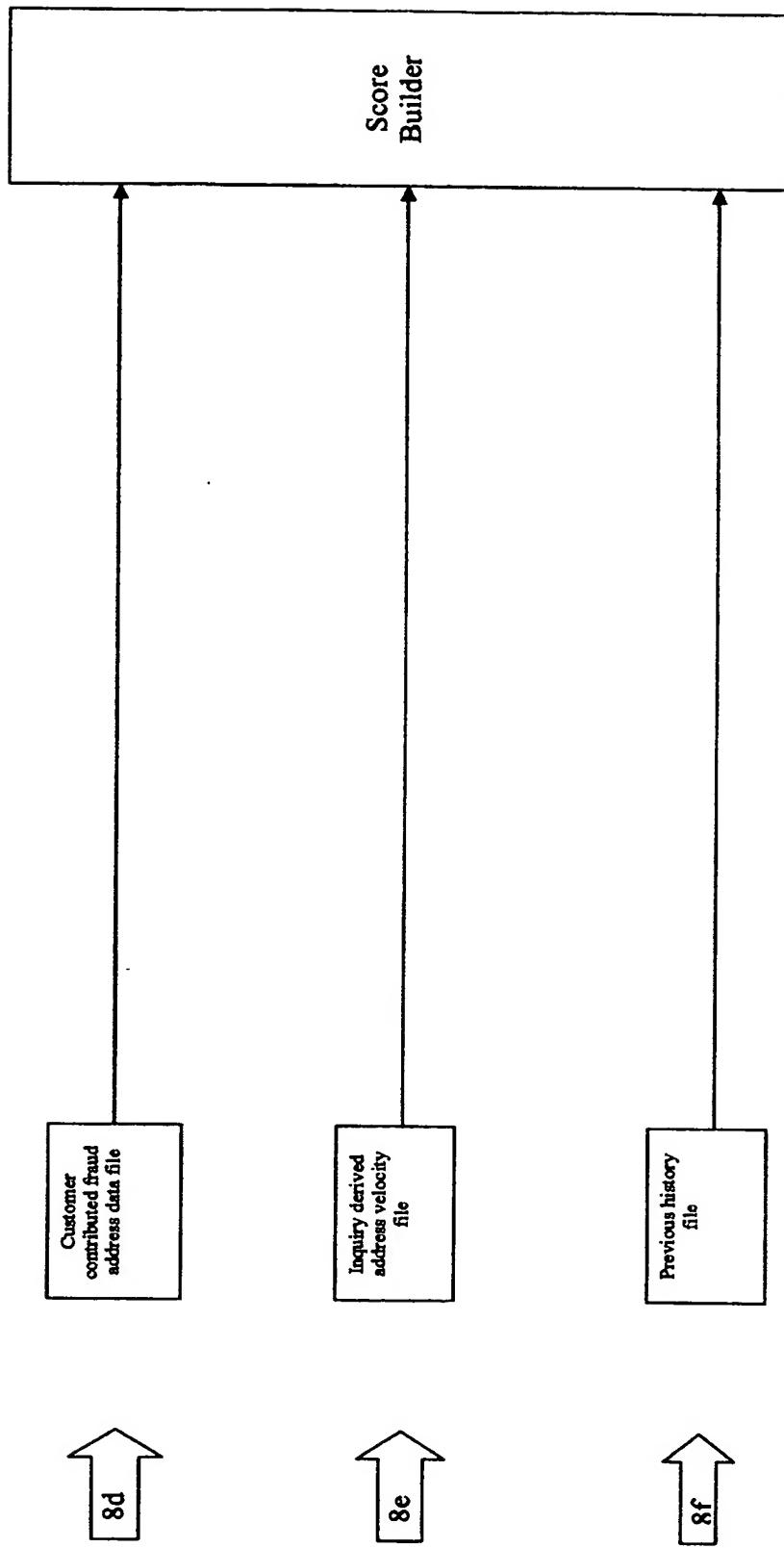
**Account Takeover – Score All , Score Media only**  
Charts 6a, 6b, 6c, 6d, 6e, 6f “to score all abc”  
**Data Appender**

Fig. 11



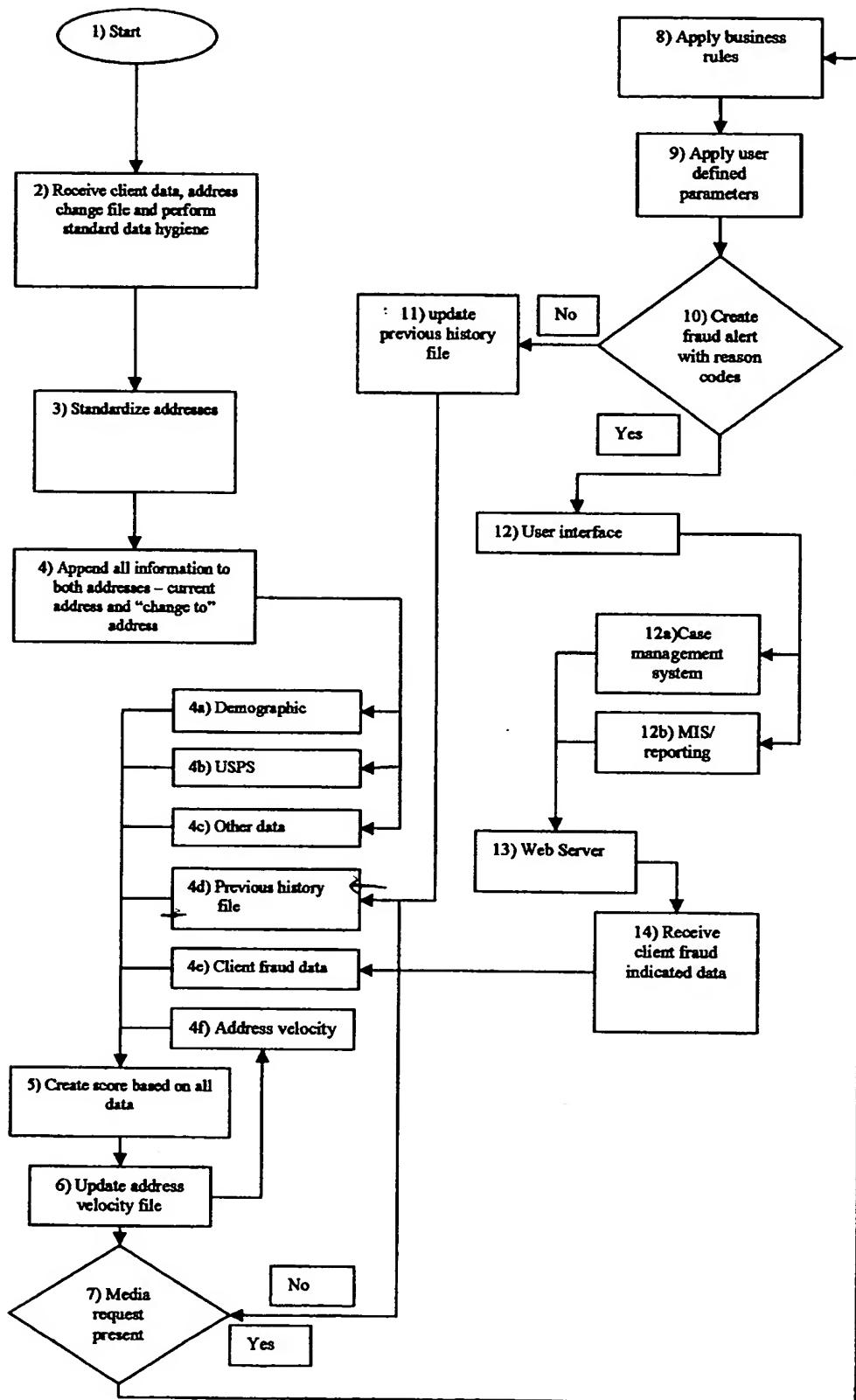
Account Takeover – Score All, Score Media Only  
Charts 8d, 8e, 8f "to score all def"  
Data Appender  
continued

Fig. 12



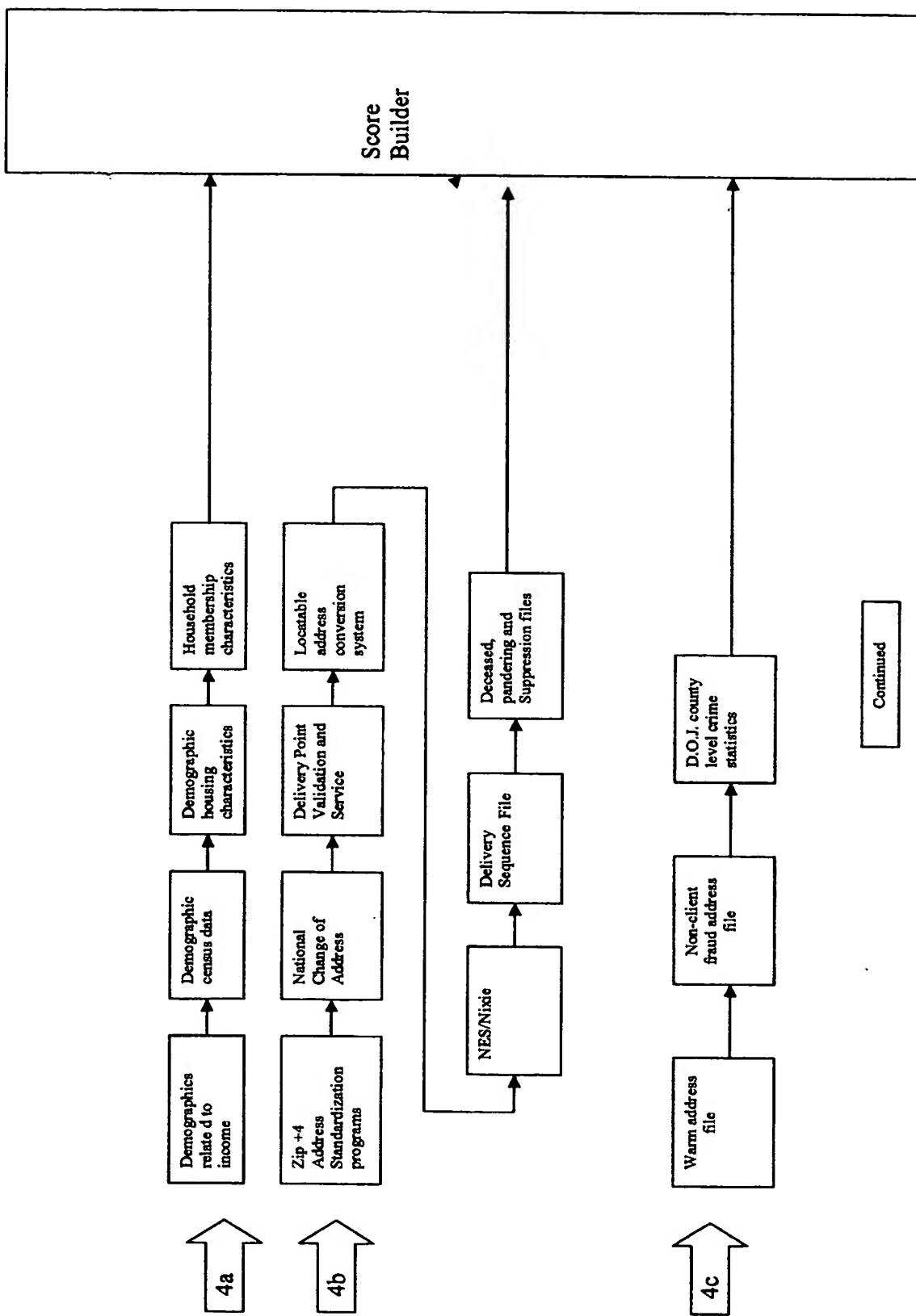
**Account Takeover – “Takeover flow2”**  
**Score all Address Changes**  
**Batch/Online**

Fig. 13



**Account Takeover – Score All Address Changes**  
**Charts 6a, 6b, 6c, 6d, 6e, 6f “to score all add changes abc”**  
**Data Appender**

Fig. 14



**Account Takeover – Score All Address Changes**  
Charts 8d, 86e, 8f "to score all add changes def"  
**Data Appender**  
continued

Fig. 15

